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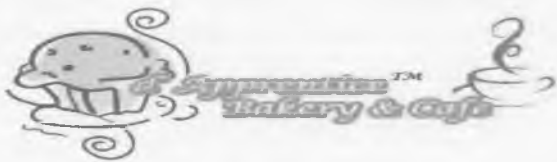
D'APPRENTICE BAKERY CAFÉ

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DIPLOMA IN PLANTING INDUSTRY MANAGEMENT (AT110)

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LETTER OF SUBMISSION



D'Apprentice Bakery & Café

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Dear Miss,

THE TRANSMITTAL OF THE BUSINESS PLAN

We are hereby present you the report on the project of Basic Entrepreneurship (ETR 300) student as authorized by you on 16th August 2010. We agreed that our business name is D'Apprentice Bakery & Café and located at Sub Lot 33, Ground Floor, Bandar Baru Mukah, Jalan Orang Kaya Setia Raja, 96400 Mukah.

2. For your information, here we attempt to you the most information on the subject in impartial manner and believe that it will be valued to and this entrepreneur training subject.
3. Here we declare this report is our own investigation except where otherwise stated. Other sources are acknowledged by reference and bibliography.
4. Finally, we would like to say thanks and high appreciate for all had involved directly and indirectly for advance and help accomplishing this project.

**TABLE OF CONTENTS**

	PAGE
ACKNOWLEDGEMENT	i
1.0 EXECUTIVE SUMMARY	1
2.0 INTRODUCTION TO BUSINESS PLAN	
2.0 Introduction to Business Plan	2
2.1 Company Background	3
2.2 Partnership Agreement	4
2.3 Partner Background	7
2.4 Purposes of Preparing A Business Plan	11
2.5 Logo Description	13
3.0 ADMINISTRATION PLAN	
3.0 Introduction to Administrative Plan	15
3.1 Business Vision, Mission and Objectives	16
3.2 Organization Chart	17
3.3 Job Designation and Position	18
3.4 Schedule of Staff and Responsibilities	19
3.5 Scheme of Salary and Contribution	18
3.6 Administration Budgeted	21
3.7 Monthly Expenditure	24
3.8 Registration Deposit	25
3.9 Suppliers	26
4.0 MARKETING PLAN	
4.0 Introduction to Marketing Plan	27
4.1 Target Market	29
4.2 Market Share	31
4.3 Market Share After The Existing of D'Apprentice Bakery & Café	33
4.4 Sales Forecast For The Year	35
4.5 Market Competitors	37
4.6 Marketing Strategies	38
4.7 Promotion Strategy	39
4.8 Marketing Expenses	44



1.0 EXECUTIVE SUMMARY

D' Apprentice Bakery & Cafe enterprise is a bakery with a cafe and will be the first bakery & cafe in Mukah new town area. The company with a slogan "Feed the day" is located at Sub lot 33, ground floor, Bandar Baru Mukah, Jln Org Kaya Setia Raja, 96400 Mukah. It not just selling variety of buns, bread and cake but also provided their customer with attractive, unique and comfortable cafe for their customer to fill their leisure time.

To be in the market as a new comer is not that easy. However, D'Apprentice Bakery & café management team is very confident to exist in the market as they are not just a new comer who first established bakery with a café in Mukah town but they are also the beginner of introducing the new recipe, cupcake which is not yet in Mukah.

The idea of d' Apprentice Bakery & Café developed after realizing there are not yet bakery and café in Mukah even though there are already many bakery. The main thing that differentiates D'Apprentice Bakery & Café with other bakery in Mukah is the café for the bakery.

Our main customer is resident in Mukah and also the comers from other places which majority are consist of students from UiTM Mukah and also Politeknik Mukah. Our main competitor is Honey Bakery House which has been the most popular bakery in Mukah since years ago. Besides that, our side-competitors are Azka Cake House and also Sweet Bun Bakery. While these entire bakery rapidly growth for their business, there are no doubt for D'Apprentice to exist in the market share as it has its own strengthens which is a bakery with a café.

Lastly, management by professional and educated board of directors of the company and also expert bakers will be the special features and strength for D'Apprentice to present in the market.



2.0 INTRODUCTION TO BUSINESS PLAN

A business plan is a written document that serves as a blueprint and guides for proposed business project that one intends to undertake. The information gathered regarding the project is used in the Business Plan to predict viability, forecast success and propose strategies for the project.

We decide to named our company as which is form in partnership D'Apprentice Bakery Café. Our business plan s focus on baking and selling cake. Beside that, we also serve food and drinks at our cafe. In simple word, our company are including two types of business together, 'bakery' and 'cafe'.

Location of our business is at Sub lot 33, Ground Floor, Bandar Baru Mukah, Jalan Orang Kaya Setia Raja, 96400, Mukah, Sarawak. We had chocse this location because this area is a new open shop house that has been opened in Mukah town. This location also very near to the supermarket where our business can easier get teh raw material for our bakery and cafe. The date of commencement of D'Apprentice Bakery Cafe is on 14th February 2011.

The idea of setting up D'Apprentice Bakery Cafe is because of many reason. Our target is among teenagers including the student. Our location are veri strategic because it is located in the middle of Mukah town. There are more than 10 schools institution including MRSM, UiTM and Polythectics near to Mukah to town.All of the student from there are our target especially during weekend and school break.

Other than that, our bakery cafe also suitable for the working people for taking rest. Our working time for our bakery are from 8am until 11pm,while our cafe are open from 3pm until 11pm also. The time open are very suitable for the working people to come to our bakery cafe for relax after their working hour.

In conclusion, all of us had agreed to start the business in order to satisfy our customer and achive our goals.